GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:4973
ANSWERED ON:19.04.2001
ACTION AGAINST PRODUCERS
PRABHUNATH SINGH;RADHA MOHAN SINGH;RAGHUNATH JHA;RAMJI MANJHI;SHEESH RAM SINGH RAVI

Will the Minister of AGRICULTURE be pleased to state:

(a) whether it is a fact that in order to create awareness among the masses for food processing a sum of Rs. 1.24 crore was released as advance for production of 45 films to 16 films producers during March 1995 to February 1999;

(b) if so, the number of films completed and telecasted so far;

(c) whether it is a fact that many of the films are not yet completed and the films already completed have not yet been telecasted as of June 1999;

(d) whether the end-objective of creating awareness for food processing was foiled for lack of exercise of proper control;

(e) whether any enquiry has been conducted in this regard;

(f) if so, the outcome thereof; and

(g) the time by which the remaining films are likely to be completed?

Answer

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES (SHRI TH. CHAOBA SINGH)

(a): Yes Sir.

(b) to (g): A Committee was constituted by the Secretary of the Department to look into reasons for delay for preparation of films and suggest measures to expedite their completion. The committee found that delay has occurred due to finalisation of shooting schedule, reluctance of food processing units to allow shooting, delay in receiving technical inputs from institutions and their inability to pre-review films. Among the suggestions, the committee made was that pre-review may be got done from Technical Officers of the Department. Action was accordingly taken and as a result, the Department has been able to complete 39 out of 45 films in all respects. Out of the remaining 6 films, masters in Hindi of 3 films have been received. The contract of the producer has been terminated for failure to dub these films in the Regional Languages and the balance amount of 30% due to the producer has been forfeited. The masters of remaining 3 films in Bengali language have also been received.

The films were originally planned to be telecast on Krishi Darshan programme of Doordarshan. However, Doordarshan considered these films to be commercial for which payment was reqired to be made on fixed rates. The Department has finally succeeded in getting these films telecast on Gyan Darshan channel of Doordarshan. About 30 films have already been shown between November, 2000 − February, 2001. The remaining completed films have also been given and are scheduled for telecast in comming months through Gyan Darshan. Apart from telecast, the films are also shown in fairs, seminars and exhibitions.

The objective of creating awareness amongst the rural people through the films has thus been by and large achieved.